

# The Neil Thompson Academy

People • Problems • Potential

[www.NeilThompson.info](http://www.NeilThompson.info)



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# Why an academy?

The Academy brings together the work of highly respected author and educator, Dr Neil Thompson. For many years Neil has been helping a wide range of individuals, to learn, grow, develop and fulfil their potential. He has also been involved in helping various organizations to get the best out of their staff, to achieve the best results and to demonstrate the benefits of workplace well-being and people-centred leadership.

Neil's approach is based on his **Three Ps** model:

**People** Organisational success depends on people, but, wonderful and fascinating creatures though we are, we do bring our challenges.

**Problems** It would be naïve to think that people can live and work together without problems – they are part of everyday life. But, there is much that can be done to address or at least alleviate them.

**Potential** Problems bring opportunities, particularly in terms of learning, development and growth. With the right guidance and support, people can be empowered to achieve their full potential.

## How does it work?

Avenue Media Solutions was established to develop, publish and distribute high-quality learning resources. Initially based on the work of its founder, leading author Dr Neil Thompson, it has now widened its scope to offer other resources that offer valuable foundations for learning and development. The Academy is now the home to these important learning resources.

### Our range now includes:

- E-learning courses – making the most of modern learning technology to support development.
- E-books – a growing number of useful texts available for download at surprisingly low prices.
- Practice manuals – printed books that focus on developing knowledge, skills and values in a direct practice context.
- Learning and development manuals – workbook manuals packed with useful information and exercises to be used as the basis of training courses and other learning events.

We also offer and business support for independent caring professionals (see p. 13) and an amazing array of health and well-being resources through our innovative humansolutions portal (see p. 12).

▶ To keep up to date with what we have to offer, sign up for our free e-newsletter at [www.humansolutions.org.uk](http://www.humansolutions.org.uk).

# Dr Neil Thompson ... expert in human relations and well-being



Very many people have come to rely on Neil as a guide and mentor, not only on their learning journey, but also on their whole outlook on life, people, problems and potential. With an impeccable academic pedigree, an outstanding publications record and a wealth of direct experience of making a positive difference in a number of ways, he stands out as an invaluable source of wisdom and guidance.

Following a successful career in social work where he established himself as a leading thinker, Neil has become recognised more broadly as an expert in human relations and well-being. His work has been consistently praised for its clarity and accessibility and

the effortless way in which he tackles complex issues without oversimplifying them, while also managing to blend theory and practice effectively.

His philosophy is captured in his **Manifesto for Making a Difference: From Surviving to Thriving**, downloadable for free from the Academy at his website:

▶ [www.NeilThompson.info](http://www.NeilThompson.info)

## Our Approach: People | Problems | Potential

Neil's work has been built around the Three Ps approach that now acts as the foundation for the Academy

### People

Learning can help us fulfil our potential, tackling barriers to progress, both those within our environment and those within ourselves. Empowerment through learning is of immense value.

### Problems

Stress, conflict, bullying, discrimination, poor performance and many more such problems are ever-present possibilities in communities and in the workplace.

### Potential

Sadly, so many people are far from fulfilling their potential, and so many organisations are not getting the best results from the people they employ. Learning can be the key that unlocks that potential.

# Our Courses

We are delighted to be able to offer a range of high-quality e-learning courses. Each one is accompanied by a workbook to be downloaded and printed out. That workbook contains exercises and space for notes, thereby providing a record of learning that can be used for professional registration purposes or simply as a record of learning to be built on through further development opportunities.

These are just some of the courses we offer. Each one is geared towards helping individuals achieve their potential and helping organisations achieve the best results.

## **1 Time and Workload Management**

The modern workplace is a highly pressurised environment, and, without the appropriate workload management skills, it can easily become a stressful and problematic setting. This course teaches participants a range of skills and methods that can be used to keep pressures within manageable limits.

## **2 Dealing with Stress**

Health-affecting levels of harmful stress are not uncommon for a variety of reasons, but there is much that can be done to prevent stress from arising in the first place, to deal with it effectively when it does arise and to cope effectively with the aftermath. This course clarifies what these steps are.

## **3 Emotional Competence: Developing Emotional Intelligence and Resilience**

How effectively we handle emotions – our own and other people's – is a key factor for the quantity and quality of work we can achieve. Emotional competence can make all the difference in terms of personal and organisational success – which is why this should be an essential course for everyone.

## **4 Handling Aggression**

The potential for aggression is present in every workplace, but some present much more risk than others, and this therefore raises health and safety considerations. The absence of aggression and violence can never be guaranteed, but this course helps equip participants to reduce the risks as far as possible.

## **5 Learning to Learn**

Our educational system tends to take it for granted that people know how to learn, that it is something that just comes naturally. The reality is that people can learn how to be more effective learners and that is precisely what this course is all about. This is an important part of unleashing our potential.

## **6 Developing a Reflective Practice Culture**

The value of reflective practice is now well established, but how successful are organisations at developing workplace cultures that encourage it? This course helps to identify what needs to be done to encourage thoughtful, well-informed practice, rather than relying on habits, routine and guesswork.



## 7 Equality, Diversity and Inclusion

Developing workplaces and working practices that are free from discrimination can be quite challenging. Tackling discrimination is an essential part of developing a positive working environment, and so this course provides a foundation of understanding of the complexities involved.

## 8 Customer Care: Getting it Right

Get your customer care wrong and you place your whole enterprise at risk, whether a commercial venture or a public service. Using acted-out scenes of how to do it well and how not to do it, this course presents a solid basis for establishing best practice in customer care.

## 9 How to Be Liked

Some people have no difficulty in getting people to like them, while others seem to manage only to alienate people. So, what is involved in getting people to like you? That is the basic question this course addresses. It will not only help individuals thrive, but also contribute to more positive workplaces.

## 10 Making a Difference: How to Have a Positive Impact on People

So much of what we do in life, both in and beyond the workplace, depends on our ability to influence others, to win them over. This course therefore focuses on how participants can develop their influencing skills so that they are better placed to achieve positive results in their work and their personal lives.

### I'm interested, tell me more...

Our courses are available on a single purchase basis at an affordable price. We can also offer multiple places to organisations at a discounted rate. But, for the best value, talk to us about our bundle offer whereby staff can have access to over 30 courses on an unlimited basis. Give us a call to see how we can help you.

To see the full list of courses, visit: <https://bit.ly/avenue-elearningcourses>

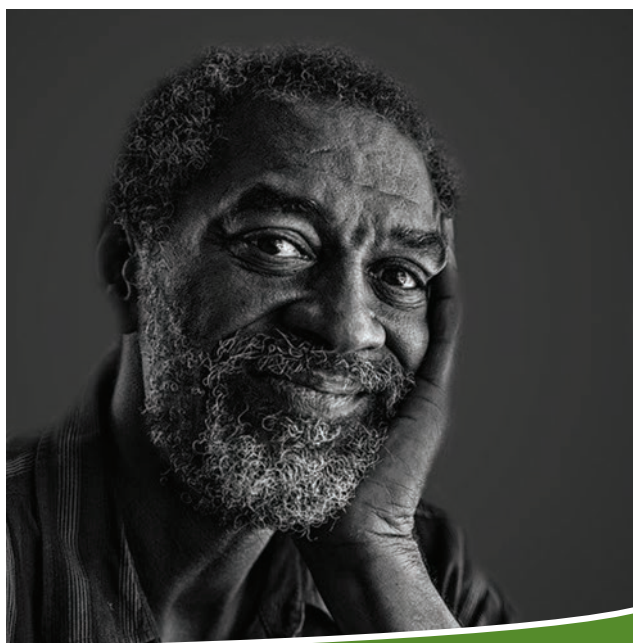
# Introducing the Social Work Finishing School

## - An ideal online programme for final year students, newly qualified social workers and 'old hands' looking for a refresher to re-energise them

Develop and consolidate your learning with this online learning programme of five:

- Five modules, each with five sections ;
- Five worksheets to get you thinking and facilitate your learning; and
- Five questions you can ask Neil about your own specific learning needs.

The Programme includes a range of audiovisual learning materials presented by Neil in his usual clear and helpful style, reflecting the wealth of experience and expertise he has to offer. A Certificate of Completion for CPD purposes is provided at the end of the course.



All this is available for just £99, including VAT. This investment could make all the difference in terms of taking your standards of practice to the highest level.

### Module 1: Coping in a bureaucracy

Working in a bureaucracy without being a bureaucrat | Understanding (and influencing) organisational culture | Working as part of a team | Managing expectations | Managing your workload

### Module 2: Being a professional

What it means to be a professional | Using professional knowledge | Using professional skills | Using professional values | Retaining a professional identity

### Module 3: Using support

Using supervision | Formal support in the workplace | Informal support within and beyond the workplace | Employee assistance programmes | Your professional organisation and union.

### Module 4: Keeping the learning going

Self-directed learning | Reflective practice | Making the most of training | Research and reading | Other sources of learning

### Module 5: Surviving and thriving

Keeping stress at bay | Self-care | Resilience | Work-life balance | Career development

But that's not all ... You also get:

Five worksheets to facilitate your learning | Five questions you can ask Neil about your own learning needs | A Programme Guide and Workbook | A certificate of completion.

Find out more – and register – at  
[www.SocialWorkFinishing.School](http://www.SocialWorkFinishing.School)





See what existing members have to say about the Programme...

This course is a rejuvenating tool with benefits infinite, engaging from the start and encouraging in its processes. I would recommend it to all those thinking of doing social work, newly qualified as well as experienced. A gem worth its weight truly in gold.

*Timily Clarke*

This course made me feel like Neil personally tutored me and provided perspective. I honestly felt very empowered by a lot of what Neil shared. I found it very easy to listen to and thoroughly enjoyed it. It helps you think about who you are as a professional social worker and what it means to be effective. Neil has insights into precisely what people are crying out for as front-line workers. All those things that you hear people say are missing from university training are included in this course! It is re-energising and uplifting and certainly not just for the newly qualified as I am an experienced worker. I wish I had had access to this sooner. This course blew me away. If you want to thrive in social work, this is most certainly for you.

*Kayleigh Rose Evans*

The Social Work Finishing School is just what I needed to give me one last big boost before finishing my studies next year. Neil has created a fresh new programme that will reignite your passion for learning. This course offers so much to enhance my knowledge and take my learning to the next level! It will give me the extra edge for when I qualify next year and go out into the big world of social work!

*Emma Grady*

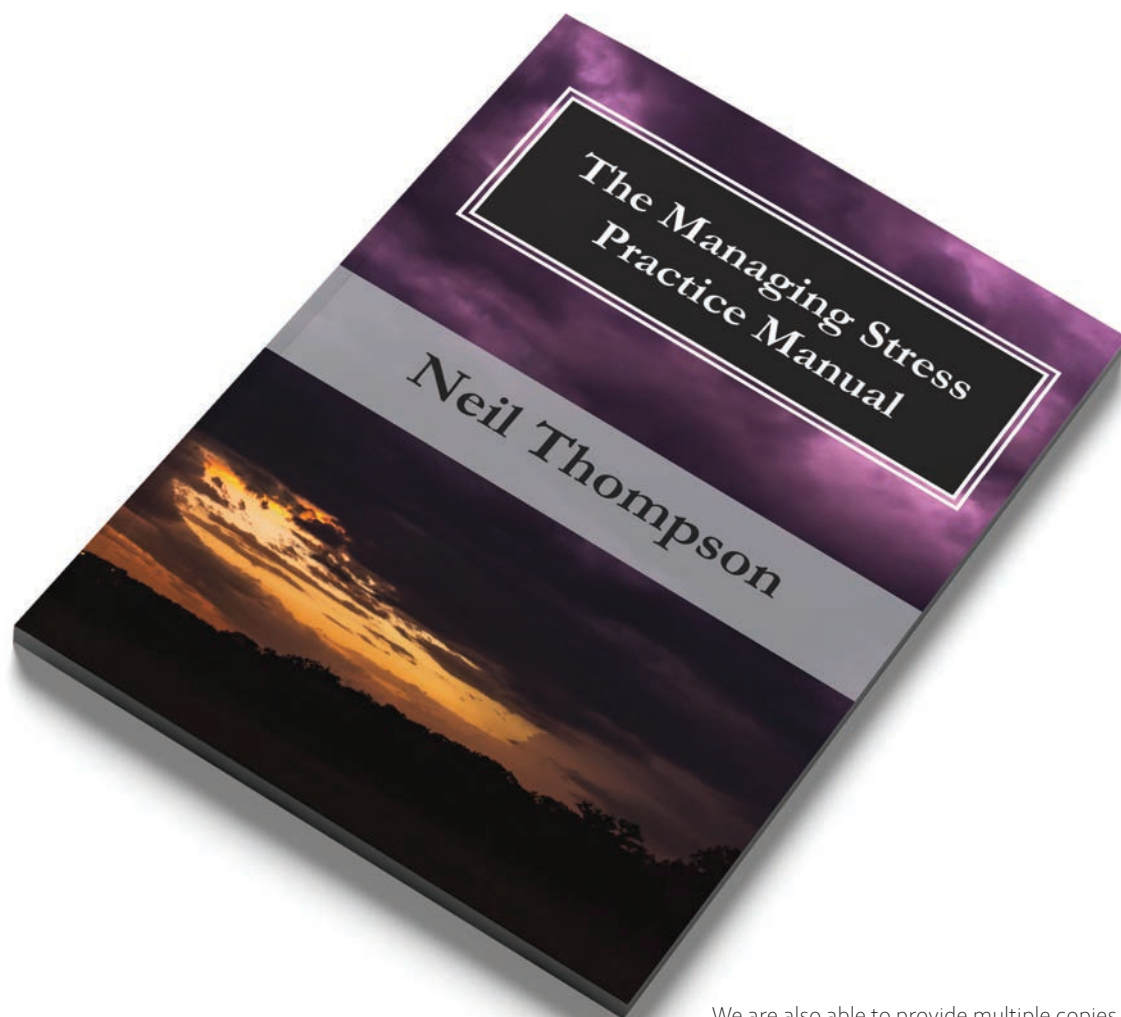
# Hone Your Skills with Our Practice Manuals!

We recognise the importance of a professional theory base to underpin practice, but we are also aware that students, practitioners and managers often struggle with using their theoretical knowledge in practice. Our series of practice manuals has therefore been developed to bridge that gap, to help make concrete use of our professional knowledge base in real-life practice situations.

Each manual is broken down into easily digestible chunks, drawing on relevant theory, but also offering invaluable guidance on how the ideas can be used in practice. Short practice examples, key points and self-test questions to encourage reflection are interspersed throughout.

Copies can be ordered via Amazon or from our website at

<http://bit.ly/avenuemediabooks>



We are also able to provide multiple copies at a discounted rate, with no charge for postage and packing within the UK. Contact us now to see how much you can save on these valuable learning resources!



# Boost Your Training Provision with Our Learning and Development Manuals



Neil is the series editor for the Pavilion Learning from Experience series of learning and development manuals. Each manual in the series contains useful background information and a set of exercises that can be used for training courses and other development events.

Each manual is priced at £45 (incl. VAT), but all seven can be purchased for the price of five. Contact us for details and we will be happy to advise.

Further information about the series and each of the manuals is available at: <http://bit.ly/pavilionlfpmanuals>

## Boost learning, improve performance, achieve better outcomes!

In these highly pressurised days it is very easy to lose sight of learning and development and just focus on getting the job done. This, of course, is a big mistake. The more pressure we are under, the more we need to be focusing on learning and improving.





# Take your self-care seriously with the humansolutions Health & Well-being Portal!

Our health and well-being are hugely important in our modern busy and overpressurised society. We owe it to ourselves and to our loved ones to look after ourselves. But where do you start? There are so many options out there, so many people offering solutions.

Well, we can answer that question for you! Begin right here with our Health & Well-being Portal! We have teamed up with an international provider of educational materials, structured programs and practical guidance to offer our humansolutions Health & Well-being Portal.

Get real health and well-being gains with our huge library of engaging content!

... and all for much less than the cost of a gym subscription and without all the hassles of travel time wasted, parking problems and so on. With our Portal you can do it all from the comfort and convenience of your own home and at a time that suits you. You can even access it on your phone if you wish, giving you maximum flexibility.

Our innovative Portal includes over 1,000 programs, challenges, workouts, and videos to address the underlying causes of health and well-being problems, not just the symptoms.

Eat Well | Move Well | Sleep Well | Feel Well

Sounds really expensive, doesn't it, to get ongoing access to so much helpful material and guidance? Well, be prepared to be surprised! Our monthly subscription works out at just £8.99 a month, including VAT.

How does it work?

Once you have signed up, you will be given 24/7 access to a secure, passport protected website that contains a real treasure trove of multimedia information and structured programs for you to engage with as you see fit. You continue to have access to the resources for as long as you remain a member.

Visit <http://bit.ly/healthwellbeingportal> to find out more!

Improved  
physical and mental  
health

Improved  
well-being  
and quality  
of life

An ideal  
foundation  
for effective  
self-care

# Do it Now!



To get optimal results we need to recognise that learning and development are not optional extras. For an organisation to flourish, its staff and managers need to flourish too, and learning is a key factor when it comes to achieving that flourishing.

So, why hesitate? Get in touch now to take your next success step by investing in high-quality learning resources produced by subject experts with effective practice in mind.

Email: [info@avenueconsulting.co.uk](mailto:info@avenueconsulting.co.uk)  
Telephone: [01978 781117](tel:01978781117)  
Website: [www.NeilThompson.info](http://www.NeilThompson.info)

## Introducing CaringBusinessBuilder

In these days of privatisation more and more members of the caring professions are self-employed. Rising to the challenges of operating in a competitive business environment when your background is in providing care and support can be extremely demanding. In particular, many caring professionals find it very difficult to 'sell themselves' through marketing, even though effective marketing is generally a prerequisite for a successful business.

CaringBusinessBuilder has been set up to help tackle these daunting challenges. It offers you a first-class highly professional website plus a package of digital marketing support from our team of experts.

And all this can cost less than £5 a day! With proper marketing support you should have no trouble recouping that modest amount each day. If you are serious about making a success of your business, then you need to be very serious about making sure you get your marketing right!

Neil has been running successful business for over 20 years and is now well placed to support others in making a success of their ventures.

With the support of the CaringBusinessBuilder team you can look forward to improved marketing and a lot less time-consuming and energy-sapping hassle.

Visit [www.CaringBusinessBuilder.com](http://www.CaringBusinessBuilder.com) now to find out more and, while you are there, sign up for Neil's free **Running a Caring Professions Business** e-course! You'll be glad you did!

 **CaringBusinessBuilder**

# Survive in Social Work!

Social work is by its very nature a demanding and challenging job, but it does not have to be stressful or harmful to health. Whether it is or not will depend on a number of factors. But, the sad truth is that today's social work world is one where there are many additional challenges that can potentially stretch us to breaking point and beyond.

Neil Thompson has decades of experience of supporting social workers to cope with the pressures to not only survive, but also to thrive. He has been acutely aware of how having government after government that do not value public services in general and social work in particular has hugely increased the pressures. Ten years of austerity policies have had the doubly harmful effect of increasing demand while decreasing supply, leaving social workers and others squeezed in the middle.

These intense pressures on employing organisations also mean that support for staff has not always been as good as they need, leaving many practitioners really struggling just to get by on a day-to-day basis.

This appalling situation has led Neil to build an intensive six-months development programme to help individuals and organisations to tackle the major challenges involved. It has been developed for people who are finding today's pressures actually or potentially overwhelming or want to avoid getting into that situation. You can be one of the first to benefit from what it has to offer.

The aim of the programme is to help social workers and other social care workers move from surviving to thriving, to understand the complexities of the current situation and explore positive ways of rising to the challenges involved. It is not simplistic self-help training, nor is it any form of therapy, but what it should do is build confidence and promote empowerment.

Find out more – and register – at  
[www.SurviveinSocialWork.com](http://www.SurviveinSocialWork.com)

## Interested?

The cost of the programme is £599, inc. VAT (finance is available to spread your payments). This is a significant financial and personal investment, but its potential value is immeasurable if it enables you to not only survive these challenging times, but also fulfil your potential, significantly improve your quality of life, safeguard your health, enhance your career prospects and maximise your learning.

## Testimonials

This is a first-class resource I only wish had been around when I was in practice. It's an online but personalised solution to dealing with the stresses and strains of modern social work practice. The course is broken down into a series of modular blocks including, for example, dealing with stress, organisational issues, supervision and bullying. Each block contains either audio or video files supported by worksheets, questionnaires and checklists. Certainly, it entails a serious commitment from participants, as the programme is detailed and demands an effort. But I have no doubt this resource will pay dividends to those who commit themselves to working alongside Dr Thompson.

*Dr John Bates, formerly Associate Professor,  
Liverpool Hope University*

As demands increase and resources decrease, it is no surprise that social work is a demanding job and that, at some time in their professional life, every practitioner feels the struggle; so, Neil Thompson's excellent resource, *Survive in Social Work*, has never been more needed. As a well-produced and integrated system of learning and support, its underlying philosophy is that social work is necessary and important for a decent and humane society. This six-month package will help participants thrive as well as survive, with its strong message of holistic rather than atomistic practice. I am happy to recommend this course wholeheartedly; it will be a boon to participants with its unique opportunity to study alongside Neil Thompson, an accomplished author and educator.

*Mark Doel, Emeritus professor, Sheffield Hallam University*





# Making a Difference!

Promoting learning creates win-win outcomes. Individuals are helped to rise to the challenges they face and to fulfil their potential, while employing organisations get a better return on their investment in their most important resources – their human resources.

Based on decades of experience of helping individuals, teams and organisations tackle problems and realise potential, the team behind the Neil Thompson Academy is very well placed to help people achieve the best results.

We consistently receive glowing feedback about the positive impact of our learning resources, so why not give them a try? We will be happy to help you achieve your learning goals as best we can.

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Email: [info@avenueconsulting.co.uk](mailto:info@avenueconsulting.co.uk)  
Website: [www.NeilThompson.info](http://www.NeilThompson.info)

...and don't forget our e-newsletter at:  
[www.humansolutions.org.uk](http://www.humansolutions.org.uk).